

For immediate release

A new media campaign by Essilor Canada to accelerate recovery

MONTREAL, QC. September 8, 2020 — To accelerate the post-Covid relaunch, Essilor Canada is back in full force with a media campaign to reach consumers in need of visual solutions and offer them the possibility to find an eyecare professional near them and, in turn, help drive traffic to ECP practices.

« The campaign will reach 5 million Canadians with the message: “Discover customized lenses for your connected life. See more. Do more. Essilor.” explains Christophe Perreault, President - Essilor Canada.

From August to December, the message will be delivered nationally through digital marketing: web banners, social media (Facebook and Instagram), SEM and influencers such as Maxime Laoun, Eli Garcia and Sandra Sassine.

The influencers are also participating in a special project for the Quebec market: a series of one-minute TV spots presenting their testimonials on the visual challenges they face and the solutions that Essilor offers through the support of eyecare professionals. The messages started airing mid-August, during prime time on Quebec's news channels, and will continue until mid-October. They are also available, with English sub-titles, on [Essilor's YouTube channel](#).

"This media campaign complements other initiatives we have put forward to support eyecare professionals, including online training, promotional offers, and new products, as part of a comprehensive approach to recovery," adds Christophe Perreault.

For more information about Essilor Canada's media campaign, see the document on the following pages, or contact your Customer Experience agent or Business Consultant.

ESSILOR 2020 MEDIA CAMPAIGN

Reaching 5 million Canadians

Amidst the post-Covid recovery, we are very proud to be back in full force with a media campaign! We will reach 5 million Canadians to deliver this message:

**"Discover customized lenses
for your connected life.
See more. Do more. Essilor."**

The objective of this campaign is to pique the curiosity of consumers in need of visual solutions, to offer them the opportunity to find a nearby eyecare professional, and, as a result, to help generate traffic to practices offering Essilor lenses.

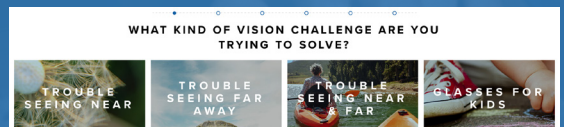
1 ATTRACT CONSUMERS TO EYECARE PROFESSIONAL STORES

- Help interested consumers make an appointment with the eyecare professional closest to them.
- The Store Locator (<https://www.essilor.ca/en/get-lenses>).



2 SHOWCASE THE WIDE RANGE OF OUR VISUAL SOLUTIONS

- Recontact consumers who have shown interest in Essilor products (Varilux, Eyezen, Optifog) based on their behavior and online data, and encourage them to pursue their quest for visual solutions that offer the best technologies and innovations.
- The Help Me Choose application (<https://www.essilor.ca/en/help-me-choose>).



3 INCREASE AWARENESS OF ESSILOR CANADA

- Highlight Essilor advantages and unique positioning to increase awareness.

SEE MORE.
DO MORE.



ACCOMPANY THE CONSUMER IN THE BUYING PROCESS

The message will be broadcasted nationally through digital marketing (web banners, social media, SEM) and influencers who are also involved in a special project for the Quebec market: a series of one-minute TV clips presenting their testimonials on the visual challenges they face and the solution that Essilor offers through the support of eyecare professionals. The messages are being broadcast during prime time on Quebec news channels from mid-August to mid-October.

TV clips (short stories)

Educate consumers on the different visual needs and solutions available.

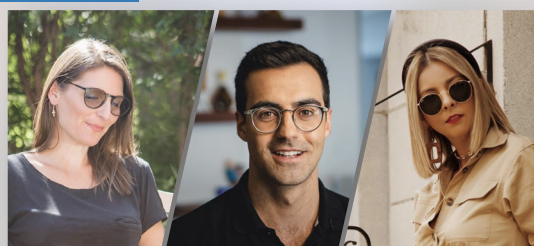


512 broadcasts from August 17 to October 15 on TV news channels in Quebec.
View the [broadcast schedule](#).



63
million
impressions*

Influencers



Follow our influencers on Instagram and Facebook.

Sandra Sassine: @sandrasassine

Maxime Laoun: @maximelaoun

Eli Garcia: @eliggarcia

2
million
impressions*

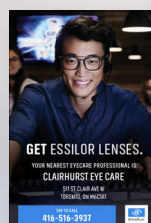
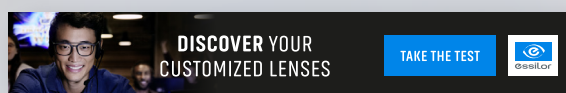
SEM (keywords)

Be present when consumers shop online.



3
million
impressions*

Web and geo targeted banners



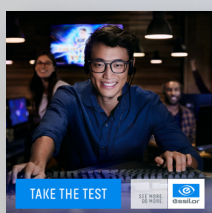
40
million
impressions*

Social Media

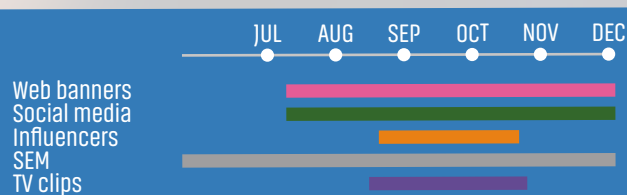
Highlight the solutions and benefits of Essilor products designed to meet the visual needs of every wearer.



@essilorcanada



23
million
impressions*



Visit [Essilor Canada's](#) YouTube account to see the clips, under the Collaboration section. Please share these on your different networks.

* impressions = number of times a message is seen.

SEE MORE.
DO MORE.



Press Release – Essilor Canada



About Essilor Canada

Canadians have visual needs that impact their lives, their ability to learn, their development, health and safety. We believe that everyone has the right to good vision. This is why our mission of *improving lives by improving sight* drives everything we do. Essilor Canada designs, manufactures and markets a wide range of lens, distributed through eyecare professionals, to correct and protect vision, as well as prevent visual health issues. Canadians can entrust their vision to Essilor brands such as Varilux®, Eyezen™, Crizal®, Xperio® and Transitions®.

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